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# Perspectives on branding

AGDA  
Melbourne, Victoria  
November 16, 2004

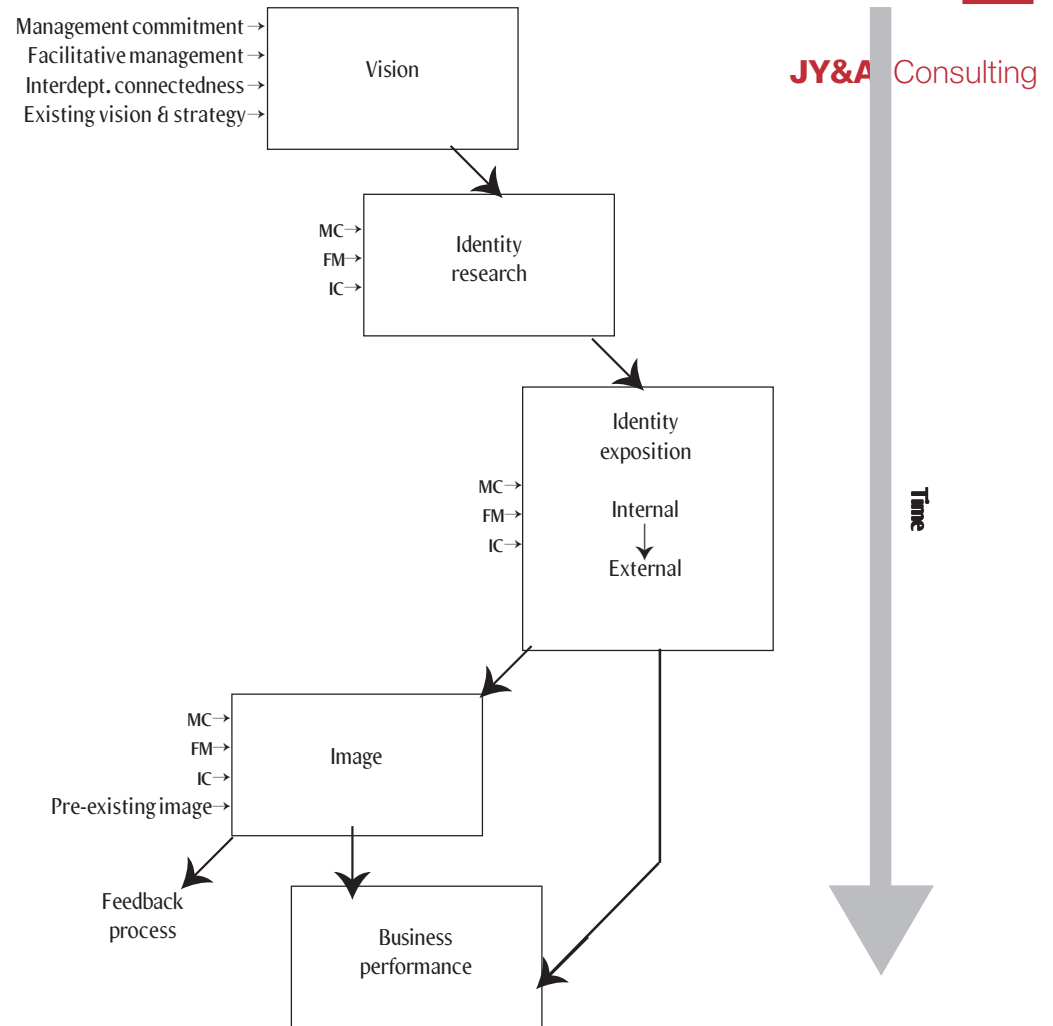


[www.jackyan.com](http://www.jackyan.com)  
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[www.agda.com.au](http://www.agda.com.au)



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# The branding diagram





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# ***Companies Are People, Too***

Extroverted/introverted  
Sensing/intuitive  
Thinking/feeling



## Company focus

### **Extroverted**

Prefers less intense work

Talking in person or on phone

Ideas presented conceptually

Tend to be sellers



## Company focus

### **Introverted**

Research first

Ideas presented in thought-out form

Brainstorming avoided

Emails and memoranda



# Styles of getting information

## **Sensing**

Ask about each situation

Traditional methods

Straightforward goals

What did the customer say?



# Styles of getting information

## **Intuitive**

Finding new ways of working

General direction given

Set difficult goals

What did the customer  
mean?





# Styles of decision- making

## Thinking

Impersonal

Not necessarily tactful

Criticize more than appreciate

Logical

Little coaching given



# Styles of decision- making

## Feeling

Warm

Bend rules when appropriate

Tact and truth equally  
important

Brand loyalty important

# The oil companies



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# Politics



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**Smoke and  
mirrors don't  
work**



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**Is it a brand?**

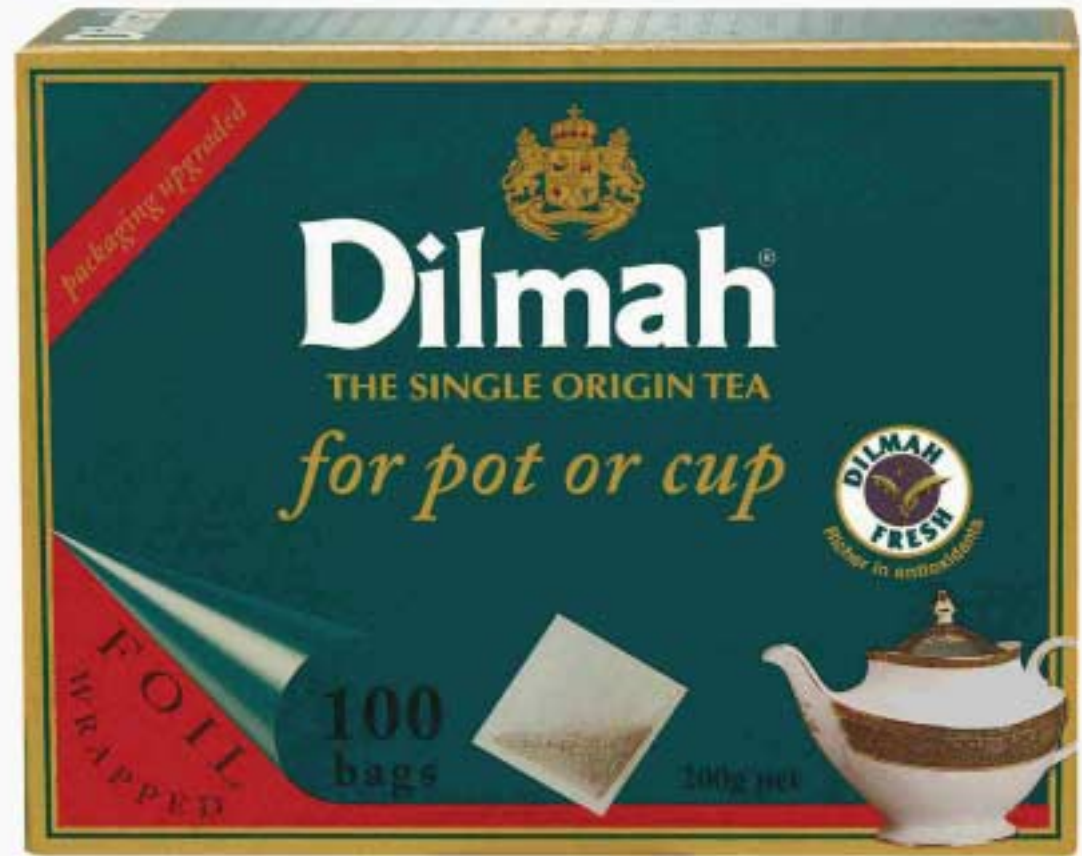


# Learning from Lucire





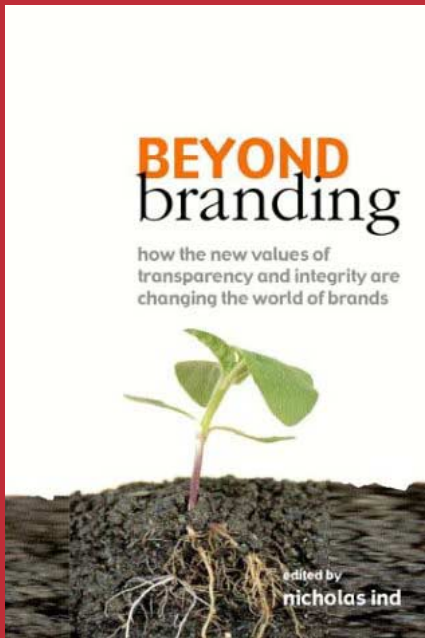
**Dilmah:  
nominated for a  
Medinge Group  
award for 2005**







# Summary



- 1** Companies are people.
- 2** You must have a vision—if it's for your client, you must figure out what it is.
- 3** Today is the century of helping the planet to overcome cynicism.



# Summary

- 4** The techniques are there and can be used for good.
- 5** Credibility is based first on presentation online.
- 6** How may I be of service?



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the world  
together**

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